



MyPunchbowl unveils the most personal way to send Valentine's greetings

Express your love or your disdain for Valentine's Day with the latest version of MyPunchbowl eCard Studio

Framingham, Mass. (PRWeb) February 12, 2009 – Kids will tell their dad serving overseas how much they love and miss him. A husband away on business will tell his wife that she'll always be his Valentine. A woman will share her distaste for February 14th with only her closest friends. On this Valentine's Day, MyPunchbowl offers the most personal way to send Valentine's Day or Anti-Valentine's Day greetings – for free.

MyPunchbowl eCard Studio, launched in late 2008, has quickly become the most personal way to send free eCards. MyPunchbowl eCard Studio offers complete customization controls to create the most meaningful, personal eCards. Users can modify color, text, fonts, and even upload personal photos. With new features available today – including video messaging – MyPunchbowl offers the most personal way to share your greetings this Valentine's Day.

And for those who disdain Valentine's Day? MyPunchbowl has got something for you too. With a full range of Anti-Valentine's Day eCards you can share your sarcasm with the world. These new cards will make you laugh out loud as you send them to all of your friends through Facebook and Twitter.

"Whether you share your love with a video eCard or express your anti-Valentine's Day feelings, we're excited to offer a new way a send Valentine's Day cards this year," said Matt Douglas, CEO, Punchbowl Software.

Key features of MyPunchbowl eCard Studio enable users to:

- Choose from hundreds of customizable, free e Cards for a variety of occasions
- Include a personal video with your eCard, embedded from YouTube, Seesmic, or Vimeo
- Instantly adjust the color of your eCard
- Upload your own photo to create your eCard
- Add personalized text or include an additional note beside your eCard
- Import email addresses and save them for use later in an easy to use address book
- Share your eCard on social networking sites such as Facebook and Twitter

"I am impressed with all of the ways that I can personalize my free Valentine e Cards," said Meredith Giesta, a MyPunchbowl user. "My family loved the video that I included of my one-year-old daughter."

MyPunchbowl eCard Studio is the perfect complement to the extensive event and party planning capabilities available on MyPunchbowl. With the addition of eCard Studio, MyPunchbowl helps users celebrate life's milestones in the most personal way. To create your own personalized eCard, visit <http://www.mypunchbowl.com/ecards>.

About Punchbowl Software

Punchbowl Software is the company behind the critically acclaimed website MyPunchbowl.com. MyPunchbowl is the most personal way to celebrate life's milestones with sophisticated eCards and an award-winning event-planning site. MyPunchbowl's innovative features are specifically designed to give people the ability to personalize their events and customize their eCards to celebrate in their own way. The company was founded by software and user interface experts Matt Douglas and Sean Conta, who have prior management experience at Adobe Systems and Bose Corporation. The company is located in Framingham, Massachusetts and is backed by Contour Venture Partners and Intel Capital. To learn more, visit <http://www.mypunchbowl.com>

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